


LawHelp.org Resource Series: Marketing Checklist—Simple and low cost ways to promote your Statewide LawHelp Web Site with Clients and Colleagues

powered by probono.net

The following marketing checklist offers ideas for free and low-cost marketing methods to promote your statewide web site both with clients and within your advocate community. For your convenience, we've rated each suggestion according to cost, as shown below.

Please contact your circuit rider for more information on any of these suggestions, including approaches taken by other states. Remember that before embarking on marketing activities, it is useful to develop a marketing plan. See [Additional Resources](#) below for more information.

	Little or no cost at all (except staff time)
\$	Minimal cost, e.g. photocopy costs
\$\$	Moderate cost, e.g. less than \$500
\$\$\$	Expensive, e.g. \$500 or more

Little or no cost at all



- ☐ Create a marketing plan!
- ☐ Make sure **everyone** at your organization, especially receptionists, intake, hotline and legal clinic staff, knows about your web site, knows how to say the web address, and knows when and how to refer people to it!
- ☐ Add the web site address to your organization's voice mail message &/or hold message, and your hotline.
- ☐ Place the web site address on your email signature, and encourage other staff to do the same. The power of the web!
- ☐ Use the website as the home page of all computers in your office. Don't forget any computers in your waiting room!
- ☐ Tell your clients about the web site!
- ☐ Submit your web site address to search engines!
- ☐ Make sure the web sites of relevant organizations in your community are linking to your web site. Would include legal services, social services agencies, bar associations, courts, libraries, schools, elected officials, state and local government web pages, houses of worship, local United Ways, local Beehive.org sites, etc.

LawHelp.org Resource Series: Marketing Checklist—Simple and low cost ways to promote your Statewide LawHelp Web Site with Clients and Colleagues

powered by **probono.net**

- ☐ Don't forget to link from your own organization's web site, too!
- ☐ When your web site launches, post announcements on relevant listservs (NAPBCO, LSTech, Brennan Center, local state listservs, LawHelp, CTC, Digital Divide, etc.)
- ☐ LSC's Government Relations & Public Affairs (GRPA) office will assist you with media publicity for your site. Contact Jennifer Bateman at LSC for details.
- ☐ Cultivate relationships with reporters in your community interested in issues related to your clients or legal aid. Pitch stories or op-eds to these contacts.
- ☐ Pitch stories about your web site and its impact in the community to local TV and radio stations.
- ☐ Attend legal task force meetings to educate colleagues about the web site, and don't forget to ask for assistance!
- ☐ Send out press releases when your site launches, when you add new types of content, you receive new funding, or anything exciting that happens to your web site project!
- ☐ Collect email addresses of registered users and others interested in the project, and send regular emails as new content is added to the site.

Minimal \$

- ☐ Place the web site address on in-house printed materials such as fax cover sheets, brochures, and newsletters.
- ☐ Make flyers or other materials available for your clients to take with them.
- ☐ Post flyers about the web site in your waiting area.
- ☐ Utilize the program site tool to garner support for your project (minimal cost to participating programs for domain name purchase).
- ☐ Develop a press kit that includes a brochure, press clips and contact information.
- ☐ Attend relevant local conferences (State Bar, CTC, United Way) to promote your site.

LawHelp.org Resource Series: Marketing Checklist—Simple and low cost ways to promote your Statewide LawHelp Web Site with Clients and Colleagues

powered by **probono.net**

- ☐ Engage the following organizations in your area to assist you in spreading the word about your web site among your client population. Offer to provide training for staff on use of the web site.

- Other legal services (including non-LSC funded) programs
- Courts/pro se centers
- Local United Way
- Libraries/library networks
- Social service networks (e.g. United Way, social worker associations, community centers, food banks, shelters, etc.)
- Hospital social work staff
- Constituency services staff of local politicians
- Legal clinics (including law school clinics)
- CTC Net, HUD, others working on digital divide
- Religious institutions (Churches, Synagogues, Mosques, etc)

Moderate \$\$

- ☐ Place the web site address on ALL professionally printed materials such as letterhead, brochures, newsletters, and business cards.
- ☐ Develop printed promotional materials just for the web site. See examples from other projects at <http://www.probono.net/statewebsites>. These might include (but are not limited to):

Flyers	Brochures
Postcards	Stickers
Bookmarks	Magnets

- ☐ Pay for strategic placement of your web site address on search engine results.
- ☐ Place ads in local publications your clients read (some publications may offer ad placement on a pro bono basis.)
- ☐ Travel around your state to engage the following organizations to assist you in spreading the word about your web site among your client population. Offer to provide training for staff on use of the web site.

- Other legal services (including non-LSC funded) programs
- Courts/pro se centers
- Libraries/library networks
- Social service networks (e.g. United Way, social worker associations, community centers, food banks, shelters, etc.)
- Hospital social work staff
- Constituency services staff of local politicians
- Legal clinics (including law school clinics)

LawHelp.org Resource Series: Marketing Checklist—Simple and low cost ways to promote your Statewide LawHelp Web Site with Clients and Colleagues

powered by **probono.net**

- CTC Net, HUD, others working on digital divide issues
- Religious institutions (Churches, Synagogues, Mosques, etc)

Expensive \$\$\$



Create PSAs for local television stations regarding the site. Include site users.

Additional Resources

For strategies regarding media exposure, read "Utilizing the Media to Promote Your LawHelp.org Web Site", by Laura Figueroa (communications manager at the Texas Equal Access to Justice Foundation) at <http://www.probono.net/link.cfm?466>.

Visit the Statewide Web Sites practice area at <http://www.probono.net/statewebsites>
In the Library's Marketing & Outreach folder you will find resources including the following:

- Sample Marketing Plans
- Sample Promotional Materials (including press releases, brochures, etc).
- Examples of Outreach To Your State Advocate Community (Legal Aid, Libraries, Courts, etc.)
- Articles on Search Engines & Meta Tags
- Information on Getting Media Attention
- Further Reading

Be sure to also visit the LSTech.org web site for sample materials, including the online module for the Statewide Websites training on Client Site Marketing:
<http://lstech.org/ntap/trainings/modules/SWEB102>.